

REMARKS

New claims 3-18 are added, and claims 1-2 are canceled, without prejudice or disclaimer. Claims 3-18 are pending.

A substitute specification is attached herewith to extensively amend the original application, for example, to add headings and to remove URLs and trademarks. A marked-up copy of the original application as filed is also submitted herewith, showing the amendments to the specification in red.

The drawings have been replaced with new drawings in FIGS. 1-2 on sheets 1/2 and 2/2, respectively. The new drawings are based on the application as originally filed and published as US 2002/0169,676 A1, including original claims 1-2 as filed and the original Summary of the Invention in original paragraph [0004] in the published application.

New claims 3-18 are also based on the application as originally filed and published as US 2002/0169,676 A1, including original claims 1-2 as filed and the original Summary of the Invention in original paragraphs [0004] and [0007] in the published application.

The amendments to the specification, drawings, abstract, and claims, including the substitute specification and the added new claims 3-18, are based on the application as originally filed, so it is respectfully submitted that no new matter has been added.

In the office action, the drawings were acceptable subject to correction for being color drawings, and a petition is required for entry of such color drawings. The color drawings are replaced herewith with new black-and-white drawings, so withdrawal of the requirement of a petition for entry of color drawings is requested.

In the office action, the disclosure was objected to in view of the presence of hyperlinks and trademarks. The specification is amended to remove such hyperlinks and trademarks, so reconsideration and withdrawal of the objection to the disclosure are requested.

In the office action, claims 1-2 were rejected under 35 U.S.C. § 112, second paragraph. Claims 1-2 are canceled, without prejudice or disclaimer, and new claims 3-18 are submitted herewith which comply with 35 U.S.C. § 112, second paragraph. Accordingly, reconsideration and withdrawal of the rejection of the claims are requested.

In the office action, claims 1-2 were rejected under 35 U.S.C. § 103(a) in view of U.S. pre-grant publication US 2001/0044800 A1 to Han and U.S. pre-grant publication US 2002/0147517 A1 to Messler, and further in view of Official Notice.

Claims 1-2 are canceled.

It is respectfully submitted that new claims 3-18 are patentable over Han, Messler and the alleged Official Notice.

It is respectfully submitted that the alleged Official Notice mentioned on page 6 of the office action is not discussed in detail in the rejection or in the remainder of the office action in connection with the alleged unpatentability in view of Han and Messler. Accordingly, it is respectfully submitted that no prima facie case for rejecting the present application has been established by the examiner.

Regarding Han and Messler, claims 3-18 are patentable since page 7 of the office action states that Han "does not specifically mention that the URLs are exclusive to brand names".

Furthermore, Han does not have the inputting of a query message into an online device accessing a portal to a predetermined website, wherein the query message approximates the brand name associated with the product; searching a plurality of brand names for a first match of the query message with a matching brand name; and outputting a first uniform resource locator (URL) address associated with the matching brand name, as recited in the method or system, respectively, in claims 3-18, and specifically Han does not disclose or suggest searching only brand names as in claims 11-18.

One having ordinary skill in the art would not look to Han for the present invention. In fact, Han teaches away from the present invention since Han provides a general knowledge database which is searchable for any types of knowledge and associations, as opposed to a limited searching of a plurality of brand names as in the present invention.

For example, the system and method of Han associate "apple" not only with "computer", but also with "fruit" (page 1, paragraph [0014], and page 8, paragraph [0076]). Since "fruit" is clearly not a brand name association with "apple", and since "fruit" is descriptive and/or generic and therefore cannot be trademarked or act as a brand name, the database in Han is not limited to brand names, and a search of "apple" using the database in Han is capable of retrieving non-brand names such "fruit" as well as brand name associations such as "computer".-

On the contrary, the present invention processes a query by searching a plurality of brand names, which facilitates the search by the user of any products associated with brand names. By having a limited field of search; that is, brand names, the user of the present invention more quickly and directly obtains the relevant results for products.

However, the user of the system and method of Han is inconvenienced by having to personally filter a mixture of merely descriptive terms such as "fruit" from brand names found in the search of the database of Han.

Similarly, the system and method of Han allows for the search of specific terms such as personal names including "George Washington - President" (page 3, paragraph [0042]) and "Abraham Lincoln" (page 3, paragraph [0044]), and other general terms in a subfield such as law, including "Taxation", "Patents", "Criminal", etc. (page 7, paragraph [0068]).

Accordingly, there is no disclosure or suggestion in Han of any limitation of the search terms to brand names, and on the contrary, Han discloses and suggests an unlimited and general system and method for searching general knowledge not limited in any manner to brand names and URLs associated with brand names, as in the present invention.

Messler does not cure the deficiencies of Han, since users of the system and method of Messler can enter "required parameters for the project" such as "project specifications and requirements" (page 3, paragraphs [0037] and [0039]). The user can also access a materials database 75 (FIG. 5) and select materials therefrom (page 3, paragraph [0039]).

One skilled in the art would not look to Messler for the present invention since one skilled in the art would recognize that "project specifications and requirements" are not limited to brand names of products, but also include "material properties that impact the design calculations", selectable "components [in] the component database 83" as well

as "monetary costs" (page 3, paragraph [0039]) which the user can iteratively factor into the process.

Accordingly, there is no disclosure or suggestion in Messler of any limitation of the search terms to brand names, and on the contrary, Messler discloses and suggests an unlimited and general system and method for searching pre-selected knowledge of materials, components, and monetary costs pertaining to categorized engineering projects and not limited in any manner to brand names and URLs associated with brand names, as in the present invention.

Since neither Han nor Messler, individually or in combination, disclose or suggest the elements, steps, and features of claims 3-18 of the present invention, including processing a user query with a search limited to brand names and URLs associated therewith, claims 3-18 are patentable over Han and/or Messler, so reconsideration and withdrawal of the rejection are respectfully requested.

Entry and approval of the present amendment and allowance of all pending claims are respectfully requested.

In case of any deficiencies in fees by submission of the present preliminary amendment, the Commissioner is hereby authorized to charge such deficiencies in fees to Deposit Account Number 01-0035.

Respectfully submitted,



Anthony J. Natoli  
Registration number 36,223  
Attorney for applicant

Date: November 8, 2004

ABELMAN, FRAYNE & SCHWAB  
150 East 42<sup>nd</sup> Street, New York, NY 10017-5612  
(212) 949-9022



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## SPECIFICATION

Electronic Version 1.2.8

Stylesheet Version 1.0

SYSTEM AND METHOD TO SHOP  
BY BRANDS USING AN INTERNET  
OR ONLINE PORTAL

# Shop By Brands Internet (Online) Portal

### Background of Invention

#### 1. FIELD OF THE INVENTION

[0001] This ~~patent proposal~~<sup>invention</sup> is in the field of Internet applications. (U.S. Patent Classification Definitions were checked. While the Data Processing selections came closest, they did not seem entirely applicable to this invention.) Specifically, it offers a new, more satisfying and successful way for online customers to begin their shopping and buying experience on the web and for brand marketing companies to reach and satisfy those customers there.

#### 2. DESCRIPTION OF THE RELATED ART

[0002] Recent internet audience research (Forrester Research's technographics studies and American Express Global Internet <sup>Surveys</sup> ~~Survey, 2000~~) confirms that online consumers prefer to buy direct from brand names where they feel they will get the best price and the most complete range of products. Research also shows that most consumers begin their internet shopping by seeking their favorite brand names via search engines that are not found to deliver a clean, concise, accurate or uncluttered search list.

[0003]

Uniform Resource Locators (URLs)

There are numerous ~~URLs~~<sup>one</sup> that have the word "brand" in the name, i.e. ~~brandwise.com, brandmail.com, etc.~~ There are a number of web sites where you will find brand name merchandise. None of these alternatives accommodate all the brand names or even 50 % of them -- in a particular product category. In most cases a brand name appears only if that company has struck a marketing deal with the search engine or commerce web site. More research indicates that 56% of catalogue searches on business to consumer online retail sites fail -- and 93% on business to business e-commerce sites -- because these searches usually turn up extraneous results that are

## BRIEF SUMMARY OF THE INVENTION

too lengthy and tedious to sort through. Therefore, consumers need an easy way to be reminded of and to find brand name web sites for their online shopping pleasure.

[0004] Consumers need ~~www.shopbybrands.com~~. With <sup>the</sup> this internet/web application, <sup>of the present invention</sup> customers don't have to know or guess at a brand company's URL until they get it right. They also don't need to hunt through the numerous listings returned by a search engine that may or just as likely may not include the correct URL. Also, with this application, brand companies don't have to register and buy multiple URL's to ensure their customers can find them on the web; be concerned with customers misspelling their company name or not remembering it altogether and pay competitive prices to buy URL's with their company name that could be owned by someone else. This brand and product search engine would eliminate all these problems because customers wouldn't have to make more than one attempt to find a brand web site and brand companies wouldn't have to spend as much money as they do today purchasing multiple URL's and expensive drive to web campaigns. ~~24~~

### Summary of Invention

[0005] ~~The present invention is~~

[0004] This is a request for a patent for a unique Internet search engine and marketing model. Specifically, a customer accesses or is delivered a web page with her computer or other online ~~device~~ <sup>device</sup>. She either types or inputs in some way onto that web page 1) a brand name and 2) a product category (optional) and is returned a page with a company's URL address and link to the actual brand site. In its most basic terms this web application is an exclusive but all inclusive search engine for the top infinite number of brand name companies. It can also be thought of as a brand cybermall where customers can find the brand company they want to shop and be navigated to their front door. It is not an online transactional commerce site itself, but rather it delivers shoppers to the brand name commerce site where the actual purchase would transpire.

### Detailed Description OF THE INVENTION

[0006] The primary objective of this invention is to inform the end-user of a brand company's URL, although other compelling value added benefits will be explored and offered later on after the initial introduction of the service. This is a request for a

### BRIEF DESCRIPTION OF THE SEVERAL VIEWS OF THE DRAWINGS

Page 2 of 16

[0006] Preferred Embodiments of the invention are disclosed herein below with reference to the drawings, wherein: [0007] FIG. 1 is a schematic of the system of the present invention and [0008] FIG. 2 is a flowchart illustrating the method of operation of the present invention. ~~24~~

patent for a unique Internet search engine and marketing model. Specifically, a customer accesses or is delivered a web page with her computer or other online devise. She either types or inputs in some way onto that web page 1) a brand name and 2) a product category (optional) and is returned a page with a company's URL address and link to the actual brand site. In essence this returned page acts like a jump page to the company's homepage. In its most basic terms this web application is an exclusive but all inclusive search engine for *all* the top infinite number of brand name companies. It can also be thought of as a brand cybermall where customers can find the brand company they want to shop and be navigated to their front door. It is not an online transactional commerce site itself, but rather it delivers shoppers to the brand name commerce site where the actual purchase would transpire.

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[0006]

Consumers can also enter a product category by itself in return for a list of brand names and URL's that offer that particular product line. Regardless of the business models outlined below, it's important that *all* the most well known brands in each category be searchable. One of the unique advantages of this concept is that consumers should feel that they can find any brand's URL and that their search not be dependent on advertising or sales arrangements.

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[0007]

Other useful company information can also be served with the URL on a jump page or an "Enhanced URL Page." This page presents more frequently requested basic information -- special promotions, store locations, store hours, phone numbers, current sales, etc. -- the types of things consumers would normally want to know right away when in a shopping mode. More research will be conducted to better define these needs so as to better advise brand companies who choose to take advantage of this added feature.

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[0008]

What is being proposed here is a simple yet new and unique alternate approach to initiate online shopping for consumers and consumer brand companies. ~~X~~This concept is easily expanded to a business-to-business commerce scenario as well. ~~X~~While there are numerous web sites that provide e-commerce with a focus on brands, none of them have been designed or developed in a manner that more intuitively reflects and duplicates how a customer generally prefers to shop, i.e., starting with brand names



they know and trust.

13  
[0099]

*accessible through predetermined URL and associated website*  
This service is named "Shop By Brands" and can be accessed at ~~www.shopbybrands.com. (The inventor currently owns this URL.)~~ Depending on the business model, consumers could be served <sup>by</sup> the site from a sponsor's web presence as well. As an added convenience for frequent web shoppers, it can also be reached by installing an icon right onto the consumer's desktop.

14  
[0010]

*innovation*  
This innovative ~~proposal~~ translates this preferred brand shopping experience to the Internet and starts to deliver what some of the basic research is telling us online audiences want. It's based on two premises <sup>premise</sup> (1) *Technographics research shows that consumers begin their internet shopping trips at search engine sites, where they seek out a particular brand or product.* <sup>Since this</sup> This is the first step in building an ~~experiential~~ <sup>Experimental</sup> brand for the end-user. ~~So the company's web site or URL better appear~~ <sup>must appear</sup> and without any other competing, compromising or distracting data if this brand experience is to be initiated on a positive note. However, returned search lists are long and delivered with other extraneous information that take <sup>users</sup> the user time to read through to find what they want.

15  
[0011]

The presence of popular and familiar brand names are instrumental in increasing the selling power of the Internet. Consumers in general have established a certain comfort level with these companies that cannot afford to be adversely effected with their online experience. The brand's attributes must be reflected from the moment the user thinks of the name, enters it in a search box and reviews the returned search page. Brand companies can't control this task and because a consumer's initial online experience is critical to sustaining their comfort level with the brand, successful and positive brand impressions are repeatedly and totally abandoned on the web every day as a result.

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[0012]

What if a consumer can't think of the brand name when beginning their search? If the brand hasn't partnered with that portal/search engine, your customer will be delivered a list of competitors. In both cases brand companies can lose their customers before they've even arrived at their site.

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more instantaneous and therefore becomes more apparent on the web, <sup>which is</sup> the premise <sup>many e-commerce sites</sup> for such sites as Mercata, DealTime, mySimon and Bottomdollar. Prices fall naturally to

18

Companies own web sites quickly and easily within an e-commerce environment.  
The present invention  
ShopifyBrands is not a commerce engine, which means transactions are not performed on the site unlike most of these other online malls. Also, the sites referenced below only offer a specific number of brand names and a finite range of their products in

limited product categories. Some of these ~~dot.coms~~ are: *Brandwise* is a comparison-shopping web site that offers consumers home products only, i. e., washing machines, dryers, refrigerators, microwaves, dishwashers, cooking units, TVs, DVD players and camcorders on ~~www.brandwise.com~~ *the supplier*. There are plans to include other product categories including lawn and garden, small appliances, baby products, etc. (~~Web site~~ *after sites get as* currently under transition.) ~~Brandsmalls~~ *is* an Internet retailer of brand name consumer products, i.e., consumer electronics, home and garden, home office, health and beauty, jewelry, gifts and more. They provide simple product search tools, many product suggestions and clearance and sale sections. They also provide customer service representatives and a 30-day return policy.

19 Some websites may be  
[00 P5] ~~Price Watch~~ is advertised as "the fastest way to find a great street price on a computer product." A user can use the 'search' box or click through category or manufacturer lists. Dealers advertise and maintain their prices on ~~Price Watch~~ using such sites their proprietary systems. At this time, there is a limited product category site.

79  
[0016] *Priceline has* pioneered a unique new type of e-commerce with which most everyone is familiar. Consumers can use the Internet to save money on a wide range of products and services by bidding on the items. This "name your price" approach also enables sellers to generate incremental revenue. Consumer demand (in the form of individual customer offers guaranteed by a credit card) is collected for a particular product or service at a price set by the customer and communicated directly to participating sellers or to their private databases. Consumers agree to hold their offers open for a specified period of time to enable priceline.com to fulfill their offers from inventory provided by participating sellers. Once fulfilled, offers generally cannot be canceled. By requiring consumers to be flexible with respect to brands, sellers and/or product features, sellers are enabled to generate incremental revenue without disrupting their existing distribution channels or retail pricing structures. In this model, clearly brand is of the least importance.

Top 2 ~~1~~  
~~100%~~ model, clearly brand is of the least importance.

Add many sites offer  
~~Buy.com~~ offers the latest computer hardware and software, the newest releases of videos and DVDs, the hottest console and PC games, chart-topping music CD's and the top selling books all at guaranteed everyday low prices. A sister site ~~X~~ may sell

BuyClearance.com, ~~sells~~ <sup>are site</sup> closeout items at greater savings. Shoppers can purchase computers from BuyComp.com and add their favorite CD from ~~BuyMusic.com~~ <sup>a reference site</sup> with all their purchases combined into one easy checkout basket. The product categories are limited to the ones stated above for the present.

[0022] *Some e-commerce websites operate on a simple premise:*

[0018] ~~Mercato's~~ *Some sites may be* premise is simple: pool the purchasing power of buyers who have a common goal of buying and receiving a discount on goods and services. Then, connect those buyers with the sellers of those products and services. Each buyer can generally benefit by achieving a lower price than would have been possible for an individual, and sellers can benefit by engaging in one large, low-cost transaction. In short, it's often a win-win for both buyers and sellers because individual buyers are able to combine their purchasing power to receive volume pricing benefits on featured merchandise. Product categories include appliances, baby products, electronics, gifts and gadgets, home and kitchen items, lawn and garden products, luggage, sporting goods, tools, and watches and jewelry. While visitors can browse and shop by consumer brands, the list of names is limited and the emphasis is on price not brand. *names and maybe*  
~~(New default) Internet Mall~~ *and way n/c*, a comparison shopping network, is a part of the Network Commerce Consumer Network (NCCN) featuring over 900,000 businesses and merchants in over 230 countries. ~~It consists of ShopNow.com~~  
~~(http://www.shopnow.com)~~ *and way n/c*, a leading shopping network and directory featuring over 60,000 merchants; ~~SpeedyClick.com~~ *and way n/c* (~~http://www.speedyclick.com~~), a leading commerce-enabled entertainment community; and over 35,000 affiliate sites. NCCN is primarily a leading provider of technology infrastructure, services and networks for businesses, merchants, Internet sites, and wireless networks conducting commerce online. *Some sites may provide* ~~Dealtime~~ is a free online comparison shopping service that is intended to save the consumer time and money shopping on the Internet, *which by searching* ~~Dealtime~~ searches across the web for sites offering the best deals on products. It's not an online store itself but rather a site that lists deals from online stores, auctions and buying groups that match the buyer's criteria. Their goal is to help the end-user reduce their comparative shopping from days to a few minutes. The product categories are limited at this stage and again the emphasis is on price not brand.

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[0019] *Some* ~~StoreRunner~~ *was one* of the first online shopping sites on the Web ~~to~~ *by dhrdp* offer a wide

selection of products and services from the most trusted retailers, with technologies enabling users to shop online or in their own neighborhoods. Their expanded database contains over one million products in over 8,000 different categories. <sup>Such sites have</sup> StoreRunner ~~has~~ embedded its cutting-edge shopping technologies, rich content, and flexible interface into a continually expanding network of high-traffic web enterprises including ~~Verizon, Juno Online Services, DoubleClick and FreeLotto.~~ Through this network, <sup>a site</sup> StoreRunner helps destination and portal sites increase their site traffic and enhance their online communities, while placing the products and services of <sup>associated</sup> ~~StoreRunner's~~ merchants within reach of millions of online shoppers. Here retailers <sup>but</sup> are searched not brands.

[0026]  
[0020]

<sup>Another site, like my h/o</sup> MySimon helps consumers shop for millions of products at thousands of online stores. It's not an online store; they don't sell anything. It's not a generic search engine either; they don't simply list the names of every store on the Web. Rather they offer an unbiased service that helps shoppers decide what to buy and where to buy it. They do this by a team of helpers built with <sup>known</sup> ~~patent-pending~~ software. <sup>MSM</sup> ~~The Virtual Learning Agent™~~ <sup>which</sup> technology creates "intelligent agents" trained by a team of shopping experts to collect information from any online store <sup>instead of</sup> ~~NOT~~ brand sites. Merchants aren't required to pay to be a part of the service. However, a few places around the pages are offered for advertisers with several ways to deliver their message. Their goal is to win shopper's respect as the place to start shopping online, no matter what the product. They not only compare prices but also show product availability, shipping specifications, and other useful information where possible.

[0025]  
[0021]

<sup>Another site</sup> ~~The present invention provides an Internet or online portal for~~ <sup>with</sup> ShopForBrands ~~attempts to provide~~ shoppers a one stop shopping place for viewing and buying good quality products and services at extremely reasonable prices from reputed merchants. By providing multiple links, they encourage shoppers to spend a little time and visit different sites, compare prices and features to find the online merchant offering the most reasonable price. Their goals are to be able to generate revenues from this shopping portal <sup>such that</sup> ~~when you buy something through the~~ merchants listed on <sup>the site</sup> ~~ShopForBrands~~, those merchants pass on a commission back to ~~ShopForBrands~~ to donate to those charities, which provide support to children. <sup>the site</sup>

A [0028] b)

A [0028] a)

26  
[0022]

The steps to create this service are just as simple as the service itself. Recruit executive management, marketing, commerce, business development and technical development skills. Research to learn more about how mainstream consumers and online laggards want to use the internet to shop;

28  
[0023]

c) Research and create a list of the top (number to be determined) brands name companies and their product categories;

30  
[0024]

d) Evolve and sell the marketing model;

31  
[0025]

e) Design and program the search engine;

32  
[0026]

f) Develop a directory ad campaign and solicit brand name companies;

33  
[0027]

g) Develop a consumer ad campaign;

34  
[0028]

h) Design *the portal* *www.shopbybrands.com* web site; *Develop prototype site to use to sell*

concept to advertisers and consumers. Several different business models and separate category of investors can be considered for *the present market* *www.shopbybrands.com* because its easy ability to create an online community is advantageous to a number of players in the Internet space. These multiple possibilities can also complement each other and be combined in various fashions. One can be the exit strategy for the other. Below is an overview of the potential models and investors: *Venture Capital (VC)* *VC Funded* This proposal can be backed in the traditional *Internet business* *dot.com* manner by securing funds from one or several venture capital investment firms. While this type of funding may be more difficult to find due to the recent failures of a number of well-known *Internet businesses* *dot.coms*, some VC funders will see this business proposition's uniqueness. They'll see it as a realistic way to engage large communities of users in a more gratifying experience.

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[0029]

*or return on investment*  
This type of funding is based on showing a profit (ROI) within a specific timeframe. In this event *the present market* *ShopByBrands* can create revenue in two ways: brand advertising on the site and a percentage share (one to five percent) of each e-commerce transaction on a brand's site tracked back to *the portal of the present market* *www.shopbybrand.com*. The financials have not been forecasted in this early proposal although these two revenue streams have proved positive on paper and in execution many times before. Any

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10. 3

[0030]

advertising revenue stream will need to be more inventive than the usual banner advertising, which continues to wane as a results-driven online advertising choice for brand marketers.

*associated with the ~~idea of~~ portal of the present invention*

A unique advertising model that could prove very successful has similarities to directory advertising. Every brand gets a simple web page with their URL on it as described above. They can also elect to provide content for the "Enhanced URL Page," a ~~Shop by Brands~~ <sup>portal</sup> template page that delivers other pertinent shopping information, such as store locations and departments, special events and store promotions. While there will be no initial fee for providing this additional information, later releases will offer features for brands to take advantage of via a rate card.

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[0031]

Established search engines could be viewed as competitors who could easily mimic this business model. However they would have to do so at the risk of alienating the online malls who are major advertisers and partners on their sites. This overall concept does not ultimately work to their advantage and in fact impacts these cybermalls in quite the opposite fashion because it promotes shopping at brand sites not cybermalls or reseller sites. It's the brand sites that can elect to link their consumers to these retail sites as part of their sales channels. This would necessitate a different pricing structure to be negotiated between these sites and the brands not ~~www.shopbybrands.com~~.

*associated with the portal of the present invention.*

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[0032]

*Internet Portal, Online Retail Site, ISP or ASP Owned* An Internet portal or search engine, ~~such as Yahoo or Alta Vista~~, are already the beginning sites for a good majority of consumer shopping experiences. Any of these would also be logical candidates for ~~this proposal~~ <sup>the portal of the present invention</sup>. As previously stated, these established URL's could also present potential competition to this concept in that they could find a way to easily replicate it. They could avoid any conflict with online mall sites that are their advertisers if this innovation did not come from a third-party representative. For that matter the online malls that offer a vast range of brand products would also be an ideal funder or takeover initiator as they're already identified as a place to shop for brands.

41  
[0033]

ISP's like ~~A&T Worldnet or MSN~~ <sup>are</sup> are obvious choices to own this concept as well.

*of the present invention*

They are also already the initial starting place for millions of Internet users.  
*the present invention*  
~~Shopbybrands~~ helps keep their customers on their pages, which makes them stronger destination sites on the Internet.

42  
[0034] *invention* **Marketing Company Sponsored** This ~~proposal~~ also presents a unique opportunity for a large business-to-business corporation that normally spends a huge amount of its marketing budget appealing to other large brand name companies. Their goal would not have to be to make a profit as this would not be a product line for them. Rather it could complement a service they are already selling as a value added feature. For example, a company that sells web-hosting services to a brand name company could also offer special positioning for their largest customers on *the portal of the present invention* ~~www.shopbybrands.com~~ as an additional selling point. While all brands need to be included in the brand database, a corporation could feature their more profitable brand clients in a special way.

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[0035] Reviewing a list of corporations whose product line is targeted at most if not all major brand name companies would be a likely place to begin identifying possible candidates. Entertainment and telecommunications companies are some of the more logical opportunities. The television industry relies heavily on brand name commercial sponsorship. Telephone companies already publish directories, offline and online, that deliver company names as a result of a search effort on the part of a customer. Their advertisers could be offered premier listing on *the portal of the present invention* ~~www.shopbybrands.com~~ or a hot link similar to directory advertising. Directory advertising has different tiers. ~~a~~ regular listing, a bolded listing, a featured box, etc. These tiers could be based on the amount of revenue generated from their customer accounts.

44  
[0036] Other hardware, software and services companies that are particularly known for their reputation in the Internet space ~~such as IBM, Microsoft and Federal Express~~ would also benefit from owning such a consumer web experience. It enhances their own identity on the web and creates a practical reason for users to come to their site thereby increasing their own traffic and marketing possibilities. They can offer their own brand name customers special treatment on this brand-focused site. As the traffic to *the portal of the present invention* ~~www.shopbybrands.com~~ grows, the site becomes quite valuable in terms of



delivering audience numbers.

45  
[0027]

The marketing corporation could also buy this concept and/or site from its originators or a VC firm and run it for themselves. This online presence could be incorporated with their corporate web site and with an already existing legacy database of the company's customers.

46  
[0038]

*The portal of the present invention*  
The beginning link to ~~www.shopbybrands.com~~ could be positioned on the marketing company's own homepage. The success of such a useful tool would attract consumers to the marketer's site more frequently presenting the opportunity for them to build their brand image and increase their traffic on the marketing company's own corporate site. This is important as getting consumers to your website needs to be innovated again and again in many amazing and original ways. This is an answer to every corporation's current challenge ~~of~~ *supported - after* how to reinvent themselves on the Internet.

00001625 054304  
[0047] ~~E~~ *supported - after* business Consulting Company ~~supported~~ other types of companies ~~that~~ could benefit from owning this concept and engine are consulting and strategic planning companies, like an Oxford or Anderson. Also interactive advertising agencies and backend software development companies that have both redefined themselves as e-business strategy companies ~~such as a Sapient or a Modem Media~~ should also be considered. The Internet is the apex of an e-business. These service companies are retained by brand name clients to help them move their operations and commerce to the web. Hosting links to brand name sites, some of which these consulting companies help build, is a credible way to prove their e-commerce and e-business expertise. They would value being known as the web site to go to begin an online commerce event. It would increase their ~~visibility~~ *visibility* in the business marketplace.

10048  
[0039]

These companies also have natural brand expertise because of what they've gained from their traditional consulting work. They understand how all well know brand companies operate who are their primary bread and butter clients. Underwriting ~~the portal of the present invention~~ ~~ShopbyBrands~~ and offering it to their clients as a value add helps to support their sales premise and corporate mission.

49  
[0040]

Because anyone of these models could be successful, one can represent a way for the group creating and managing the business to be initially funded while another can

be a means for the incubators to exit increasing the financial options and fallback strategies.

(10041)

[0050] As illustrated in the schematic in FIG. 1, the present invention includes a system 10 for searching a computer network for a product associated with a brand name, with the system 10 including an online device 12 for accessing a portal 14 to a predetermined website on the computer network 16, such as the Internet or an online service, and for receiving from a user 18 an inputted query message 18 into the online device 12, in which the query message approximates a brand name, and in which the brand name is selected from the group consisting of a company name of a desired company and a product line name of a specific product line. The system 10 also includes means 20 associated with the website for searching only a plurality 22 of brand names for a first match of the query message with a matching brand name. The online device 12 outputs a first uniform resource locator (URL) address 24 associated with the matching brand name. The online device 12, responsive to the first URL address 24, accesses an Internet-based website 26 using the first URL address 24 associated with the matching brand name. The online device 12 may be a computer and/or an internet television.

[0051] As illustrated in the flowchart in FIG. 2, the present invention also includes a method 28, using the system 10 and components thereof in FIG. 1, for searching the computer network 16 for a product associated with a brand name, with the method having the steps of: inputting in step 30 the query message 18 into the online device 12 accessing the portal 14 to the predetermined website, in which the query message approximates the brand name associated with the product, and in which the brand name is selected from the group consisting of a company name of a desired company and a product line name of a specific product line; and in step 32 only the plurality 22 of brand names for a first match of the query message 18 with a matching brand name; and outputting in step 34 the first URL address 24 associated with the matching brand name. The method may also include the step 36 of accessing an Internet-based website using the first URL address 24 associated with the matching brand name. The method 28 may be performed using the online device 12 which includes a computer and/or an internet television.

Claims

WHAT IS CLAIMED IS:

[c1]

What I claim as my invention is the ability to search for brand name companies" URL addresses exclusively within the Internet and interactive television environments. In other words, the users expectation of finding a specific company"s URL in one or two clicks without the need to read a list of returned options can be realized. The URL is found by either inputting what is or is thought to be the correct spelling of a company"s name and/or a specific product line. The only URL"s returned to the user are those of the brand name company or companies in the case of a product line search. Links to sites other than the brand company site being searched (i.e., a publishing or media web site like msnbc.com or time.com) with information about that company or similar companies is not a part of this claim.

[c2]

This patent should cover any online application that promises to deliver company URL addresses as the first and primary piece of information that is returned to a search user. The user"s goal and expectation are ultimately to get to a brand name company"s homepage or a substitute portal or jump page as determined by the brand name company swiftly and in a seamless manner as possible.

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# Shop By Brands Internet (Online) Portal

## Abstract of Disclosure

Searching for and finding information on the Internet is not new and searching for and finding brand products isn't either. Searching for business URL addresses with the expectation of receiving a correct URL clearly displayed by itself without any other related and supportive information is new. An online consumer reaching a brand name site in fewer clicks with a greatly shortened list of search returns would differentiate from the current lengthy online experience. This is the experience this invention is hoping to replace.